a server system that stores software applications;

a broadcast system that broadcasts the software applications; and

a multiplicity of portable clients that each include a receiver having a tuner that is selectively tunable to receive a selected one of the software applications broadcasted by the broadcast system;

wherein the server system includes a processor for enabling users to access a menu of the software applications for selection; and further comprising:

a two-way communications link between the server system and each of the multiplicity of multiple clients, wherein the two-way communications link includes a forward channel over which the respective portable client can transmit client data to the server system, and a return channel over which the server system can transmit data to the respective portable client;

wherein said two-way communications link is adapted to retransmit predetermined portions of lost/corrupted software application data that has been broadcast by said broadcast system, with a request for retransmission of missing/corrupted data is transmitted over the forward channel and retransmission of the missing/corrupted data is transmitted over the return channel.

4. (Amended) The communications system as set forth in Claim 1, wherein each of the portable clients further includes a modem for establishing the two-way communication link.

21. (Amended) A portable data communications device, comprising

a receiver that includes a tuner that is selectively tunable to receive a

selected one of a plurality of software applications broadcasted by a broadcast system ;

a user-interface that enables a user to select one of the broadcasted

software applications from a menu for downloading;

a processor for executing the downloaded software application; and

a modem for establishing a two-way communications link with a network

control system, wherein the two-way communications link includes a forward channel

over which the portable data communications device can transmit client data to the

network control system, and a return channel over which the network control system can

transmit data to the portable communications device;

wherein said two-way communications link is adapted to retransmit

predetermined portions of lost/corrupted software application data that has been

broadcast by said network control system, with a request for retransmission of

missing/corrupted data is transmitted over the forward channel and retransmission of the

missing/corrupted data is transmitted over the return channel.

25. (Amended) The portable data communications device set forth in Claim 21,

wherein the modem is a wireless modem.

27. (Amended) The portable communications device as set forth in Claim 21,

wherein the system data includes instructions for supervising the downloading of

software applications.

29. (Amended) The portable data communications device as set forth in Claim 21, wherein the client data includes client software request data, and the system data includes download control data issued in response to the client software downloads request data.

31. (Amended) A method of doing business comprising:

storing software applications on a server system;

broadcasting the software applications to a multiplicity of portable clients that each include a receiver having as tuner that is selectively tunable to receive a selected one of the software applications broadcasted by the broadcast system; and

charging a user of the portable clients a fee for receiving a selected one of the software applications, wherein the fee is selected from the group consisting of time-of-usage basis, a subscription basis, a per applications downloaded basis or a per transaction basis; and

wherein the server system receives a request for broadcasting the software applications by the portable clients over communication channels separate from the broadcast system; and

wherein requests for retransmission of missing/corrupted software application data is made by at least of the portable clients over the communication channels separate from the broadcast system, and a retransmission of the missing/corrupted software application data is made over the communication channels separate from the broadcast system.